KHBE

Kentucky Health Benefit Exchange

BRAND STYLE GUIDE

BRAND / IDENTITY / LOGO

BRAND STYLE GUIDES are essential to keeping a brand's identity consistent and recognizable. Key elements of this guide will include; primary and secondary logos, colors, graphic elements, and photography.

To create an overarching sense of expertise, it's crucial for the KHBE identity to remain cohesive and consistent. The KHBE brand will be defined through these guidelines so dedication to detail will be essential.

This commitment to detail will help establish the KHBE brand voice and create a sense of comfort and dependability with our audience.

LOGOS are the visual cornerstone of the KHBE brand. Our identity will be represented through the logo, which includes fonts and color. Through time and placement consistency, the logo will come to identify KHBE to our clients and employees alike.

PRIMARY LOGO / 4-color version

PRIMARY LOGO / 4-color and reverse

SECONDARY LOGO / 1-COLOR Black
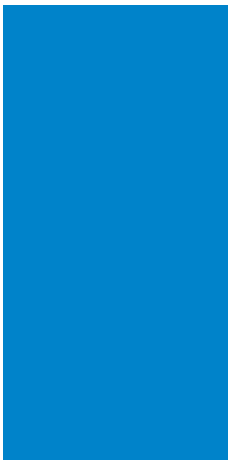

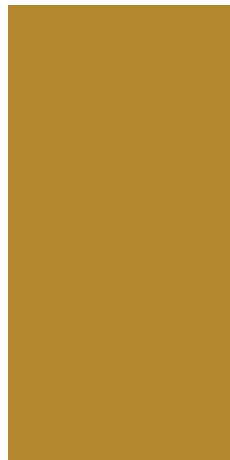**SECONDARY** LOGO / 1-COLOR Reverse

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COLOR PALETTE

COLOR is key in reflecting a positive perception for our brand. Below is the KHBE color palette. Our primary logo will consist of these four colors. Black will be utilized to accompany our palette in select circumstances.

PRIMARY COLORS

PMS Process Blue
RGB: 0/130/202
Web safe: 0082CA
CMYK: 100/35/8/0

PMS 7407
RGB: 177/136/46
Web safe: CA9B4A
CMYK: 3/34/68/8
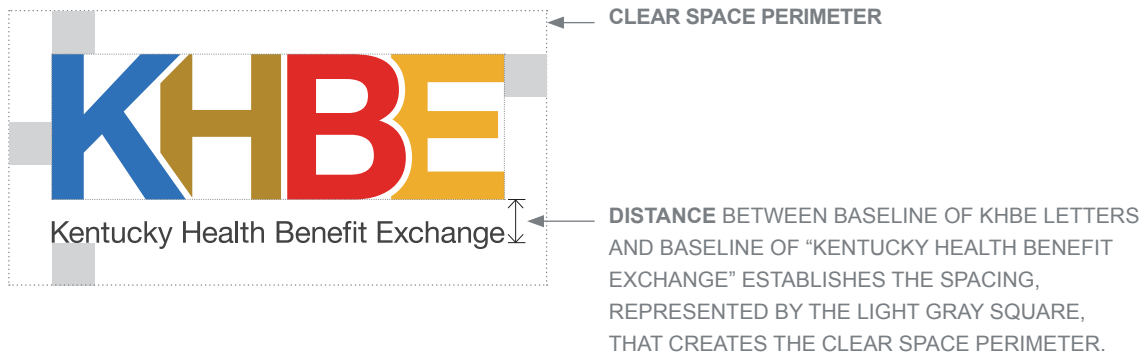
PMS 185
RGB: 234/0/41
Web safe: EA0029
CMYK: 0/100/92/0

PMS 7405
RGB: 238/171/44
Web safe: EEAB2C
CMYK: 0/11/97/0

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LOGO CLEAR SPACE

SPACING keeps everything in line. The KHBE logo should allow plenty of room to breathe so that it maintains maximum visibility and legibility. The minimum clear space for the logo is defined as the distance between the baseline of KHBE and the baseline of Kentucky Health Benefit Exchange. See diagram below. The clear space rule is important, it is the standard for the logo position and scale on most printed materials. Be sure to mind the clear space rule when enlarging or reducing in size. **Do not put any other elements in the clear space.**

PRIMARY LOGO / SPACING

CLEAR SPACE PERIMETER

DISTANCE BETWEEN BASELINE OF KHBE LETTERS AND BASELINE OF "KENTUCKY HEALTH BENEFIT EXCHANGE" ESTABLISHES THE SPACING, REPRESENTED BY THE LIGHT GRAY SQUARE, THAT CREATES THE CLEAR SPACE PERIMETER.

1 INCH

MINIMUM SIZE
When reproducing our logo, be aware of its size and legibility. A logo that's too small ceases to provide any useful communication function. Our logo should never appear less than 1 inch in width for any printed materials.

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LOGO RESTRICTIONS

DO NOT:

1. Alter the marks in any way

2. Use any part of the marks, including individual letters as a mark

3. Redesign, redraw, modify, distort, or alter the proportions of the logo/type

4. Surround the marks with— or place over busy or complex patterns

5. Rotate, condense, render the logo three-dimensionally

6. Add words, images, or any other new elements to the logo

7. Replace the approved typeface with any other typeface

8. Combine the logo with other design elements or effects

9. Adjust the size or position relationship of any element within the logo

10. Add additional copy, line or additional element to the logo

PHOTOGRAPHY

PHOTOGRAPHY selection is very important. Kentuckians are a diverse population and the photography needs to convey that. Always choose and show a variety of different ethnicities and ages when considering photos. Here are a few examples.

TRIANGLE ELEMENT

THE TRIANGLE ELEMENT is a graphic element used to add visual interest and appeal to the KHBE brand. Born from the diagonal in the capital K, the triangles are used sparingly and should not take away from the logo, but to enhance the overall visual aesthetic. This element is potentially difficult to get right due to its fading to white nature and is to be deployed only by Red7e in the design of KHBE materials.

KHBE COVERED is a typographic element used to link KHBE to the idea of being covered. When used frequently and consistently, the public will begin to associate being covered with KHBE automatically. It is essential that the KH is a different color than the rest of the phrase. The brand color Pantone Process Blue and Pantone 7405 are the only allowable colors. Use only the supplied logo files, never type the text yourself for design use. Here are the permitted combinations.

KHBE COVERED

PMS
Process
Blue

PMS
7405

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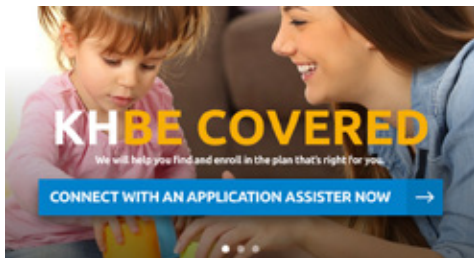
PEOPLE ILLUSTRATIONS are to be used sparingly to add an essence of lightheartedness and fun. They will be utilized in digital communications and print, often when photographic use is not preferred, or is not possible due to production limitations. Use only the approved, supplied illustrations shown here.

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